

April 24, 1964

Mr. Lloyd Gail
Poultry and Egg National Board
8 S. Michigan Ave.,
Chicago 5, Ill.

Dear Lloyd,

As our circumstances permit, we are preparing a chicken cookbook. In this connection, there are a number of ways in which I believe you can help us, hence this letter.

First, with the best available information of the nutritive value, including chemical analysis, of chicken meat, and emphasizing its superior qualities in terms of current dietary and health beliefs, whether or not these beliefs are fact.

Second, with a list of all the winners in all the chicken cooking contests. We have most of the recipe booklets beginning with 1958.

Third, with any evaluations, either by PENB or other competent sources, of prize-winning recipes.

There are also, I am sure, other ways that will suggest themselves to you and others at PENB if you have the time or can find it. For examples, what types of preparations are most popular. I presume fried chicken is the most widely used manner of preparation. Cost per serving as compared with other meats and foods, and cost per unit of food values, etc.

On the District contest, when I was in Washington last week I checked with Rolle and Elinor Lee. He said the selection had been sent to you. Elinor is waiting to hear for a story. I know I'll be in Washington this coming week and I presume I'll be there the following week, so if you will let me know I'll see what I can do with publicity, at least.

Sincerely yours,

Harold Weisberg